

Message Text

UNCLASSIFIED

PAGE 01 MILAN 00085 151641Z

22

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 112396

R 151232Z JAN 76

FM AMCONSUL MILAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 4508

AMEMBASSY ROME

UNCLAS MILAN 0085

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: CLOTHING USA JEEP/CLOTHING USA MULTICOMPANY BSP

SECTION I

1. CLOTHING USA JEEP
2. USTC MILAN JANUARY 6-9, 1976
3. NINE PARTICIPANTS FOR 11 EXHIBITORS
4. SALES DURING SHOW: \$392,000
5. SALES PROJECTED NEXT 12 MOS. (ALL NTM) \$4,035,000
6. SEVEN PARTICIPANTS SEEKING EXREPS
7. THREE EXREPS APPOINTED DURING SHOW
8. TWELVE ADDITIONAL EXREPS EXPECTED NEXT 12 MOS.
9. N/A
10. TOTAL REGISTERED VISITORS: 1987 OF WHOM 349 WERE
NON ITALIAN

SECTION II

1. CLOTHING USA MULTI-COMPANY BSP
 2. USTC MILAN JANUARY 6-9, 1976
 3. FIVE PARTICIPANTS FOR EIGHT EXHIBITORS
 4. SALES DURING SHOW: \$30,000
 5. SALES EXPECTED NEXT 12 MOS.:
NTM - \$7,100,000
OTM - \$ 550,000
TOTAL \$7,650,000
- UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MILAN 00085 151641Z

6. N/A

- 7. N/A
- 8. N/A
- 9. N/A
- 10. TOTAL REGISTERED VISITORS: 1987 OF WHOM 349 WERE
NON ITALIAN

SECTION III

11. A) BIG SMITH, NEW YORK, N.Y. NTM. SALES DURING EVENT: \$15,000. EXPECTED 12 MONTHS SALES: \$750,000. EXPECTS APPOINT 3 EXREPS NEXT 12 MONTHS. PENETRATED ITALY, SWITZERLAND, GERMANY, FRANCE FOR FIRST TIME. EXHIBITED MEN'S WOMEN'S AND CHILDREN DENIM WEAR. JUDD GERVEY, VICE PRESIDENT, MARKETING WROTE: "EXCEPTIONALLY WELL DEVELOPED SHOW WHICH HELPED US IMMENSELY IN ATTEMPTING TO ACHIEVE OUR GOALS. ALL PERSONNEL WERE OF HIGHEST PROFESSIONAL CALIBER AND ARE TO BE COMPLIMENTED AT ALL LEVELS." CLEARED EXCEPT FOR SALES FIGURES. JEEP PARTICIPANT.

B) RUTH FASHION, INC., FLUSHING, N.Y. NTM. SALES DURING EVENT: \$150,000. PROJECTED 12 MONTH SALES \$1,000,000. EXPECTS SIGN 3 EXREP AGREEMENTS NEXT 12 MONTHS. PENETRATED ITALY, UK AND SWITZERLAND FOR FIRST TIME. EXHIBITED HIGH FASHION KNITWEAR AND PANT SUITS. PING YU HSU, PRESIDENT WROTE: "VERY SATISFIED WITH RESULTS OF SHOW WHICH WERE BEYOND OUR EXPECTATIONS. PRE-SHOW ARRANGEMENTS EXTREMELY HELPFUL. WOULD DEFINITELY LIKE TO SEE ANOTHER SHOW IN ONE YEAR AS WELL AS SIMILAR SHOWS IN OTHER EUROPEAN COUNTRIES. CLEARED JEEP PARTICIPANT.

C) LIBERTY TROUSERS, BIRMINGHAM, ALABAMA. NTM. SALES DURING EVENT: \$1500. PROJECTED 12 MONTH SALES: \$250,00. EXPECTS SIGN AT LEAST ONE EXREP AGREEMENT NEXT 12 MOS. RECEIVING 20 LEADS. PENETRATED ITALY AND FRANCE FOR FIRST TIME. EXHIBITED JEANS. MILTON JACOBSON, PRESIDENT, WROTE: "THE SHOW WAS EXCEPTIONALLY WELL HANDLED. ALL PERSONNEL WERE MOST COOPERATIVE. INTEREST DISPLAYED BY VISITORS WAS EXCELLENT. CLEARED JEEP PARTICIPANT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MILAN 00085 151641Z

D) JOE E. SALTIEL CO., NEW YORK, N.Y. NTM. SALES DURING EXHIBIT: \$25,000. PROJECTED 12 MONTHS SALES \$200,000. APPOINTED ONE EXREP DURING EXHIBITION AND EXPECTS APPOINT ANOTHER 2 IN NEXT 12 MONTHS. PENETRATED ITALY, SWITZERLAND, MONACO, DENMARK AND GERMANY FOR FIRST TIME. EXHIBITED NOVELTY HOSIERY, HATS, UNDERWEAR AND SLEEPWEAR. WROTE VICTOR H. SALTIEL, PRESIDENT: "VERY WELL PUT TOGETHER SHOW - ORGANIZATION AND ESPECIALLY THE FASHION SHOW

WAS VERY PROFESSIONAL." CLEARED JEEP PARTICIPANT.

12. A LAST-MINUTE BLITZKRIEG PUBLICITY CAMPAIGN, AN EXTREMELY EFFECTIVE TIE-IN WITH EUROTRICOT, THE LARGE KNITWEAR EXHIBITION HELD IN AN ADJACENT BUILDING ON THE FAIRGROUNDS, AND A CONTINUED STRONG DEMAND FOR AMERICAN CASUAL CLOTHING COMBINED TO MAKE MTC'S FIRST EXHIBITION IN 1976 A MAJOR SUCCESS. TOTAL FLOOR SALES FOR THIS BACK TO BACK JEEP/MULTI-COMPANY BSP TOTALED \$422,000 AND PROJECTED 12 MONTH SALES OF \$11,685,000, BREAKING ALL PREVIOUS MTC JEEP RECORDS. INTEREST IN THIS FIRST OFFICIALLY SPONSORED EXHIBITION OF AMERICAN CLOTHING WAS TO HIGH, THAT MTC FORCED TO OPEN SHOW SEVERAL HOURS EARLIER THAN ANTICIPATED TO ACCOMODATE CROWDS (AND ON A MAJOR ITALIAN HOLIDAY). EUROTRICOT TIE-IN PROVED EXCELLENT DRAWING CARD FOR FOREIGN BUYERS WITH 17.5 PERCENT OF VISITORS NON ITALIAN (PRINCIPALLY SWISS, GERMAN, SPANISH AND GREEK). BUYER AND PRESS ENTHUSIASM FOR FASHION SHOWS ESPECIALLY NOTEWORTHY; MORE THAN 50 BUYERS FROM ALL OF ITALY'S MOST IMPORTANT DEPARTMENT STORES JAMMED TC LOUNGE JANUARY 8 FOR SPECIAL FASHION SHOW AND LUNCH HOSTED BY DIRECTOR. SHOW COVERED BY ALMOST ALL MAJOR MILAN NEWSPAPERS AS WELL AS TRADE AND FASHION MAGAZINES. VOGUE PLANNING EXTENSIVE PHOTO-ARTICLE ON ONE EXHIBITOR AFTER ATTENDING SHOW.

THREE JEEP PARTICIPANTS APPOINTED EXREPS DURING EXHIBIT (INCLUDING ONE FOR SWITZERLAND) AND AN ADDITIONAL TWELVE OTHERS ARE EXPECTED IN NEXT YEAR. MANUFACTURERS OF JEANS AND CASUAL CLOTHING FOUND ITALIAN MARKET ESPECIALLY RIPE AND ITALIAN BUYERS EAGER TO PAY FOR "MADE IN AMERICA" LABEL. DESPITE PROBLEMS FACED IN PUTTING SHOW TOGETHER, MTC BELIEVES RESULTS VERIFIED MTC ORIGINAL CONFIDENCE IN THEME. ALMOST UNCLASSIFIED

UNCLASSIFIED

PAGE 04 MILAN 00085 151641Z

ALL PARTICIPANTS URGED REPETITION OF SHOW NEXT YEAR AND MTC RECOMMENDS SERIOUS CONSIDERATION BE GIVEN RE SCHEDULING SIMILAR EXHIBITION NEXT YEAR.FINA

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MILAN00085
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760016-0790
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760154/aaaabvzw.tel
Line Count: 157
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: mendozsm
Review Comment: n/a
Review Content Flags:
Review Date: 26 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 JUL 2004 by castelsl>; APPROVED <24 AUG 2004 by mendozsm>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CLOTHING USA JEEP/CLOTHING USA MULTICOMPANY BSP SECTION I
TAGS: BEXP, IT
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006